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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 1 Day

## Employee Engagement and Motivation



### About This Course:

Are your employees doing the bare minimum instead of bringing their best efforts? Employee engagement is more critical than ever. Recent data reveals that only 30% of U.S. employees are actively engaged in their work, marking the lowest level in over a decade (Gallup, 2024). Disengagement leads to lower productivity, higher

turnover, and decreased morale, making it essential for organizations to take action.

Our Employee Engagement and Motivation course equips leaders and managers with proven strategies to inspire and retain their workforce. This interactive, half-day training explores how to create an environment where employees feel valued, motivated, and committed to success. By understanding what truly drives engagement, you'll be able to increase productivity, improve workplace morale, and foster long-term employee satisfaction.

Take the first step toward revitalizing your workplace—enroll today and unlock the full potential of your team!

### **Course Objectives:**

- By the end of the course, participants will have the tools to drive meaningful improvements in employee engagement, leading to a more motivated and high-performing team. They will learn how to apply proven motivational techniques to enhance team performance, develop strategies to boost employee satisfaction and retention, and foster a positive work culture that drives both productivity and innovation.

### **Audience:**

- This course is ideal for new and aspiring managers, as well as team leaders and HR professionals looking for effective strategies to boost employee engagement and motivation. It is especially relevant for those managing remote teams, multi-generational workforces, or employees navigating changing workplace expectations.

### **Prerequisites:**

- None

### **Course Outline:**

1. Understanding Employee Engagement in Today's Workplace
  - The evolving expectations of employees and the modern workforce
  - The impact of disengagement on performance, retention, and morale

- Addressing challenges such as hybrid work and generational diversity

## 2. Applying Motivational Theories to Drive Performance

- Key principles from Herzberg's Two-Factor Theory and McClelland's Acquired Needs Theory
- How motivation differs across employees and job roles
- Practical applications for increasing motivation and engagement

## 3. Cultivating a Culture of Engagement and Recognition

- The Plant Principle: A framework for nurturing employee motivation
- Strategies for aligning individual strengths with organizational goals
- Using an engagement and motivation checklist to assess and improve workplace culture